

NEW HEIGHTS REACHED BY A GOOD NAME

In numbers and in monetary value, the production of Dodge Brothers cars during the twelve months recently ended, was, with a single exception, without parallel.

There is a deep and a special significance in this sales record.

Because they did not seek it in the ordinary way, it is all the more impressive that sales precedence should have been conferred upon their product.

The point of this achievement is that from the day the business was founded, Dodge Brothers never once laid stress on mere volume of production.

They never strove to surpass in the quantity of cars produced during any given period.

Their thought lay deeper than that. It was a deliberate thought, which looked toward the ultimate, not the immediate.

Their implicit conviction was that the one thing with which they should concern themselves was the true value of the cars they manufactured.

Given that good value, they were assured that greater and greater sales must of necessity follow.

They had faith, in other words, in the discernment of the average

man and woman of America and of the world.

They were satisfied that as the value of Dodge Brothers car revealed itself, appreciation, admiration and larger volume would automatically follow.

They visualized this great good will, ever growing and continuing to grow, as long as motor cars should go forth bearing their name.

They never permitted themselves or their associates to lose sight of this great principle in which they believed so thoroughly.

Their life work had taught them that there was no other sound way in which to build.

The lesson of it, the logic of it, is too plain, too clear and too complimentary to Dodge Brothers to require or permit extended comment.

Suffice it to say, that Dodge Brothers are more deeply appreciative than ever of the confidence it demonstrates on the part of the buying public.

Suffice it to say that this institution will never deviate by so much as a hair's breadth from the manufacturing principles which have brought about this unique and splendid tribute from the American people.

NEW YORK

Stratton-Bliss Company
1847 Broadway

BROOKLYN

Bishop, McCormick & Bishop
1221 Bedford Ave.

NEWARK

Bonnell Motor Car Co.
562 Broad St.